

IN THE CLAIMS:

Claims 1, 5, 6, 10, 12, and 16 have been amended, and new claims 28-33 have been added:

1. (Currently Amended) A method of searching and reporting an incidence of at least one of a trademark, a tradename, a celebrity name, or a famous name in a Web page on the Internet, comprising:

entering, by a user, the at least one trademark, tradename, celebrity name, or famous name to be searched in the Web page on the Internet;

automatically creating a search string including the at least one trademark, tradename, celebrity name, or famous name based on the at least one trademark, tradename, celebrity name, or famous name entered by the user;

receiving a URL address of the Web page on the Internet to be searched;

accessing and searching contents of the Web page of the URL address received for matches in the contents of the Web page corresponding to the search string, wherein the searched contents includes elements other than only a domain name; ~~and~~

providing search results of identified matches in the contents of the Web page corresponding to the search string, wherein the search results are extracted from the Web page, categorized, and formatted in a report, each category including at least one character string corresponding to a number of occurrences of the identified matches within the category, the category selected from the group consisting of a meta-tag, a hidden text, a text, a title, a hyperlink, and an image text, and wherein the report displays the at least one character string; and

comparing current search results with prior search results to determine an unauthorized use of the at least one trademark, tradename, celebrity name, or famous name.

2. (Previously Presented) The method of searching and reporting according to claim 1, wherein the at least one character string is a number of the identifying matches within the category.

3. (Previously Presented) The method of searching and reporting according to claim 1, wherein the at least one trademark, tradename, celebrity name, or famous name to be searched is provided in an encrypted connection authenticated by a certificate server.

4. (Previously Presented) The method of searching and reporting according to claim 1, wherein the search results highlight the at least one trademark, tradename, celebrity name, or famous name found in the Web page.

5. (Currently Amended) A method of searching and reporting an incidence of at least one of a trademark, a tradename, a celebrity name, or a famous name in a Web page on the Internet, comprising:

entering, by a user, the at least one trademark, tradename, celebrity name, or famous name to be searched in the Web page on the Internet;

automatically creating homonyms and phonetic equivalents of the at least one trademark, tradename, celebrity name, or famous name entered by the user;

automatically creating a search string including the at least one trademark, tradename, celebrity name, or famous name and the automatically created homonyms and phonetic equivalents based on the at least one trademark, tradename, celebrity

name, or famous name entered by the user;

receiving a URL address of the Web page on the Internet to be searched;

accessing and searching contents of the Web page of the URL address received for matches in the contents of the Web page corresponding to the search string,

wherein the searched contents includes elements other than only a domain name; and

providing search results of identified matches in the contents of the Web page corresponding to the search string, wherein the search results are extracted from the Web page, categorized, and formatted in a report, each category including at least one character string corresponding to a number of occurrences of the identified matches within the category, the category selected from the group consisting of a meta-tag, a hidden text, a text, a title, a hyperlink, and an image text, and wherein the report displays the at least one character string;

comparing current search results with prior search results to determine an unauthorized use of the at least one trademark, tradename, celebrity name, or famous name;

obtaining information relating to an owner of the URL address conducting the unauthorized use; and

informing the owner of the unauthorized use.

6. (Currently Amended) A system for searching and reporting an incidence of at least one of a trademark, a tradename, a celebrity name, or a famous name in a Web page on the Internet, comprising:

a computer system having a connection to the Internet; and

a software program executing on the computer system adapted to receive an input from a user of the at least one trademark, tradename, celebrity name, or famous name to be searched in the Web page on the Internet, to automatically create a search string including the at least one trademark, tradename, celebrity name, or famous name based on the at least one trademark, tradename, celebrity name, or famous name received from the user, to receive a URL address of the Web page on the Internet to be searched, to access and search contents of the Web page of the URL address received for matches in the contents of the Web page corresponding to the search string, and to provide search results of identified matches in the contents of the Web page corresponding to the search string, wherein the searched contents includes elements other than only a domain name, ~~and wherein~~ the search results are extracted from the Web page, categorized, and formatted in a report, each category including at least one character string corresponding to a number of occurrences of the identified matches within the category, the category selected from the group consisting of a meta-tag, a hidden text, a text, a title, a hyperlink, and an image text, ~~and wherein~~ the report displays the at least one character string, and current search results are compared with prior search results to determine an unauthorized use of the at least one trademark, tradename, celebrity name, or famous name.

7. (Previously Presented) The system for searching and reporting according to claim 6, wherein the at least one character string is a number of the identifying matches within the category.

8. (Previously Presented) The system for searching and reporting according to claim 6, wherein the search results highlight the at least one trademark, tradename,

celebrity name, or famous name to be searched is provided in an encrypted connection authenticated by a certificate server.

9. (Previously Presented) The system for searching and reporting according to claim 6, wherein the search results highlight the at least one trademark, tradename, celebrity name, or famous name found in the Web page.

10. (Currently Amended) A system for searching and reporting an incidence of at least one of a trademark, a tradename, a celebrity name, or a famous name in a Web page on the Internet, comprising:

a computer system having a connection to the Internet; and

a software program executing on the computer system adapted to receive an input from a user of the at least one trademark, tradename, celebrity name, or famous name to be searched in the Web page on the Internet, to automatically create homonyms and phonetic equivalents of the at least one trademark, tradename, celebrity name, or famous name received from the user, to automatically create a search string including the at least one trademark, tradename, celebrity name, or famous name and the automatically created homonyms and phonetic equivalents based on the at least one trademark, tradename, celebrity name, or famous name received from the user, to receive a URL address of the Web page on the Internet to be searched, to access and search contents of the Web page of the URL address received for matches in the contents of the Web page corresponding to the search string, and to provide search results of identified matches in the contents of the Web page corresponding to the search string, wherein the searched contents includes elements other than only a domain name, and wherein the search results are extracted from the

Web page, categorized, and formatted in a report, each category including at least one character string corresponding to a number of occurrences of the identified matches within the category, the category selected from the group consisting of a meta-tag, a hidden text, a text, a title, a hyperlink, and an image text, ~~and wherein the report~~ displays the at least one character string, and current search results are compared with prior search results to determine an unauthorized use of the at least one trademark, tradename, celebrity name, or famous name, information relating to an owner of the URL address conducting the unauthorized use is obtained, and the owner is informed of the unauthorized use.

11. (Original) The system for searching and reporting according to claim 6, further including:

a remote computer system connected to the computer system via the Internet for accessing the software program.

12. (Currently Amended) A software program executing on a computer system for searching and reporting an incidence of at least one of a trademark, a tradename, a celebrity name, or a famous name in a Web page on the Internet, comprising:

instructions for receiving from a user the at least one trademark, tradename, celebrity name, or famous name to be searched in the Web page on the Internet;

instructions for automatically creating a search string including the at least one trademark, tradename, celebrity name, or famous name based on the at least one trademark, tradename, celebrity name, or famous name received from the user;

instructions for receiving a URL address of the Web page on the Internet to be searched;

instructions for accessing and searching contents of the Web page of the URL address for matches in the contents of the Web page corresponding to the search string, wherein the searched contents includes elements other than only a domain name; [[and]]

instructions for providing search results of identified matches in the contents of the Web page corresponding to the search string, wherein the search results are extracted from the Web page, categorized, and formatted in a report, each category including at least one character string corresponding to a number of occurrences of the identified matches within the category, the category selected from the group consisting of a meta-tag, a hidden text, a text, a title, a hyperlink, and an image text, and wherein the report displays the at least one character string; and

instructions for comparing current search results with prior search results to determine an unauthorized use of the at least one trademark, tradename, celebrity name, or famous name.

13. (Previously Presented) The software program according to claim 12, wherein the at least one character string is a number of the identifying matches within the category.

14. (Previously Presented) The system for searching and reporting according to claim 12, wherein the search results highlight the at least one trademark, tradename, celebrity name, or famous name to be searched is provided in an encrypted connection authenticated by a certificate server.

15. (Previously Presented) The system for searching and reporting according to claim 12, wherein the search results highlight the at least one trademark, tradename, celebrity name, or famous name found in the Web page.

16. (Currently Amended) A software program executing on a computer system for searching and reporting an incidence of at least one of a trademark, a tradename, a celebrity name, or a famous name in a Web page on the Internet, comprising:

instructions for receiving from a user the at least one trademark, tradename, celebrity name, or famous name to be searched in the Web page on the Internet;

instructions for automatically creating homonyms and phonetic equivalents of the at least one trademark, tradename, celebrity name, or famous name received from the user;

instructions for automatically creating a search string including the at least one trademark, tradename, celebrity name, or famous name and the automatically created homonyms and phonetic equivalents based on the at least one trademark, tradename, celebrity name, or famous name received from the user;

instructions for receiving a URL address of the Web page on the Internet to be searched;

instructions for accessing and searching contents of the Web page of the URL address for matches in the contents of the Web page corresponding to the search string, wherein the searched contents includes elements other than only a domain name; [[and]]

instructions for providing search results of identified matches in the contents of the Web page corresponding to the search string, and wherein the search results are extracted from the Web page, categorized, and formatted in a report, each category including at least one character string corresponding to a number of occurrences of the identified matches within the category, the category selected from the group consisting



of a meta-tag, a hidden text, a text, a title, a hyperlink, and an image text, and wherein the report displays the at least one character string;

instructions for comparing current search results with prior search results to determine an unauthorized use of the at least one trademark, tradename, celebrity name, or famous name;

instructions for obtaining information relating to an owner of the URL address conducting the unauthorized use; and

instructions for informing the owner of the unauthorized use.

17. (Previously Presented) The method of searching and reporting according to claim 1, wherein the searched contents includes at least two of the following portions of the Web page: a domain name, a meta tag, hidden text, visible text, titles, and images.

18. (Previously Presented) The method of searching and reporting according to claim 5, wherein the searched contents includes at least two of the following portions of the Web page: a domain name, a meta tag, hidden text, visible text, titles, and images.

19. (Previously Presented) The system for searching and reporting according to claim 6, wherein the searched contents includes at least two of the following portions of the Web page: a domain name, a meta tag, hidden text, visible text, titles, and images.

20. (Previously Presented) The software program according to claim 16, wherein the searched contents includes at least two of the following portions of the Web page: a domain name, a meta tag, hidden text, visible text, titles, and images.

21. (Previously Presented) The method of searching and reporting according to claim 5, wherein the at least one character string is a number of the identifying matches within the category.

22. (Previously Presented) The system for searching and reporting according to claim 10, wherein the at least one character string is a number of the identifying matches within the category.
23. (Previously Presented) The system for searching and reporting according to claim 1, wherein the report displays the at least one character string in a column format for at least one of the meta-tag, the hidden text, the text, the title, the hyperlink, and the image text.
24. (Previously Presented) The system for searching and reporting according to claim 5, wherein the report displays the at least one character string in a column format for at least one of the meta-tag, the hidden text, the text, the title, the hyperlink, and the image text.
25. (Previously Presented) The system for searching and reporting according to claim 10, wherein the report displays the at least one character string in a column format for at least one of the meta-tag, the hidden text, the text, the title, the hyperlink, and the image text.
26. (Previously Presented) The system for searching and reporting according to claim 12, wherein the report displays the at least one character string in a column format for at least one of the meta-tag, the hidden text, the text, the title, the hyperlink, and the image text.
27. (Previously Presented) The system for searching and reporting according to claim 16, wherein the report displays the at least one character string in a column format for at least one of the meta-tag, the hidden text, the text, the title, the hyperlink, and the image text.

28. (New) The system for searching and reporting according to claim 5, wherein the information relating to the owner of the URL address conducting the unauthorized use includes a name and an address.

29. (New) The system for searching and reporting according to claim 5, wherein informing the owner of the unauthorized use includes delivering a cease and desist letter.

30. (New) The system for searching and reporting according to claim 10, wherein the information relating to the owner of the URL address conducting the unauthorized use includes a name and an address.

31. (New) The system for searching and reporting according to claim 10, wherein the owner is informed of the unauthorized use by delivery of a cease and desist letter.

32. (New) The software program according to claim 16, wherein the information relating to the owner of the URL address conducting the unauthorized use includes a name and an address.

33. (New) The software program according to claim 16, wherein informing the owner of the unauthorized use includes delivering a cease and desist letter.